

ORDER



A GANNETT COMPANY

Orders	Order / Rev:	705819	
	Alt Order #:	06272564	
	Product Desc:	RNC 8/11	
	Estimate:	2990	
	Flight Dates:	08/11/12 - 08/17/12	Primary AE:
	Original Date / Rev:	08/10/12 / 08/10/12	Sales Office:
	Order Type:	Political	Sales Region:
			WFMY-TV
			Nick Welte
			T-PHI
			NAT
Agency	Name:	National Media, Inc/ POL	
	Buying Contact:		
	Billing Contact:		
	815 Slaters Lane	Billing Type:	
	Alexandria, VA 22314	Cash	
		Billing Calendar:	
		Broadcast	
		Billing Cycle:	
		EOM/EOC	
		Agency Commission:	
		15%	
Advertiser	Name:	RNC	
	Demographic:	A35-64	
	Product Codes:	IS-Issue/Ballot,IS-Candidate/Presidential	
	Priority:	P-1	
	Revenue Codes:	AGY, GEN, POL	
		New Business Thru:	
		Order Separation:	
		00:15:00	
		Advertiser External ID:	
		Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Totals				
					Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/17/12	54	\$24,475.00	\$20,803.75	August 2012	54	\$24,475.00	\$20,803.75	0.00
					Totals	54	\$24,475.00	\$20,803.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Nick Welte			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WFMY	08/17/12	08/17/12	News 2 at 11 News 2 at 11	CM	11-1135p	-----F--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
				NEWS 2 AT 11											
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
				Week: 08/13/12	08/19/12	-----F--	1	\$1,000.00	0.00						
E 2	WFMY	08/17/12	08/17/12	Letterman David Letterman	CM	1135p-1235a	-----F--	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
				D LETTRMAN-CBS<											
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
				Week: 08/13/12	08/19/12	-----F--	2	\$225.00	0.00						
E 3	WFMY	08/17/12	08/17/12	Late Late Show Late Late Show	CM	1235-135a	-----F--	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
				LT-FERGUSON-CBS<											
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
				Week: 08/13/12	08/19/12	-----F--	1	\$50.00	0.00						
E 4	WFMY	08/17/12	08/17/12	530-6p Andy Griffith Andy Griffith	CM	530-6p	-----F--	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
				ANDY GRIFFITH											
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
				Week: 08/13/12	08/19/12	-----F--	1	\$450.00	0.00						
E 5	WFMY	08/17/12	08/17/12	M-F 6-8a Good Morning Show	CM	6-8a	-----F--	:30	2	\$275.00	P-1	0.00	NM	2	\$550.00
				GOOD MRN SHOW											
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
				Week: 08/13/12	08/19/12	-----F--	2	\$275.00	0.00						

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Advertiser: RNC
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WFMY-TV

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WFMY	08/17/12	08/17/12	CBS This Morning		CM	8-10a		----F--	:30	2	\$140.00	P-1	0.00	NM	2	\$280.00
CBS THS MRNG-2<																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
Week: 08/13/12		08/19/12		----F--		2		\$140.00				0.00					
E 7	WFMY	08/17/12	08/17/12	Fri Prime B		CM	9-10p		----F--	:30	1	\$1,300.00	P-1	0.00	NM	0	\$0.00
CSI:NY-CBS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
Week: 08/13/12		08/19/12		----F--		1		\$1,300.00				0.00					
Spot Ch Date Range		Description		Start/End Time		Weekdays		Length		Rate		Rtg		Type			
1 WFMY 08/13/12-08/19/12		Fri Prime B		9-10p		----F--		:30(\$1,300.00)		0.00		NM					
See MG 20.2,20.3,20.4																	
E 8	WFMY	08/13/12	08/13/12	News 2 at 11		CM	11-1135p		M-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
NEWS 2 AT 11																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
Week: 08/13/12		08/19/12		M-----		1		\$1,000.00				0.00					
E 9	WFMY	08/13/12	08/13/12	Letterman		CM	1135p-1235a		M-----	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
D LETTRMAN-CBS<																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
Week: 08/13/12		08/19/12		M-----		2		\$225.00				0.00					
E 10	WFMY	08/13/12	08/13/12	Late Late Show		CM	1235-135a		M-----	:30	1	\$50.00	P-2	0.00	NM	1	\$50.00
LT-FERGUSN-CBS<																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
Week: 08/13/12		08/19/12		M-----		1		\$50.00				0.00					
E 11	WFMY	08/13/12	08/13/12	530-6p Andy Griffith		CM	530-6p		M-----	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
ANDY GRIFFITH																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
Week: 08/13/12		08/19/12		M-----		1		\$450.00				0.00					
E 12	WFMY	08/13/12	08/13/12	M-F 6-8a		CM	6-8a		M-----	:30	2	\$275.00	P-1	0.00	NM	2	\$550.00
GOOD MRN SHOW																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
Week: 08/13/12		08/19/12		M-----		2		\$275.00				0.00					
E 13	WFMY	08/13/12	08/13/12	CBS This Morning		CM	8-10a		M-----	:30	2	\$140.00	P-1	0.00	NM	2	\$280.00
CBS THS MRNG-2<																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
Week: 08/13/12		08/19/12		M-----		2		\$140.00				0.00					
E 14	WFMY	08/11/12	08/11/12	1135-1235a Sat		CM	1135p-1235a		-----S-	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
CRIMINAL MINDS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
Week: 08/06/12		08/12/12		-----S-		1		\$150.00				0.00					
E 15	WFMY	08/11/12	08/11/12	News 2 at 6 Saturday		CM	6-630p		-----S-	:30	1	\$250.00	P-2	0.00	NM	0	\$0.00
NEWS 2 AT 6 WK																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
Week: 08/06/12		08/12/12		-----S-		1		\$250.00				0.00					
Spot Ch Date Range		Description		Start/End Time		Weekdays		Length		Rate		Rtg		Type			
1 WFMY 08/06/12-08/12/12		News 2 at 6 Saturday		6-630p		-----Sa-		:30 (\$250.00)		0.00		NM					
See MG 16.2,16.3,16.4																	
E 16	WFMY	08/11/12	08/11/12	PA (Sa)		CM	7-8p		-----S-	:30	1	\$300.00	P-1	0.00	NM	3	\$800.00
WHEEL-FRTNE SA/JEOPARDY-SAT																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>				<u>Rating</u>					
Week: 08/06/12		08/12/12		-----S-		1		\$300.00				0.00					

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